

Ron Barassi Snr Park

Community Consultation Summary

23 August to 28 October 2018

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| **What we heard** | **Our actions** |
| Opportunity to increase awareness of Ron Barassi Snr Park. Some local people, including residents and workers were simply not aware that it exists. | The City Of Melbourne will improve information onsite and on its website to build awareness of the park. It will continue to work closely with key Docklands stakeholders to increase messaging to the community about activities occurring in this space. |
| There is significant interest from the community to participate in activities programmed at Ron Barassi Snr Park, including use by young people (under 35 age group). Football (soccer) generated a lot of interest particularly among men and women expressed a high level of interest in yoga in the pavilion. | The City of Melbourne has commenced discussions with Football Victoria to activate regular soccer use aimed at Juniors and adults. This will include a Mini-Roos Family Fun Day and soccer coaching session for adults, followed by regular “Kickoff” program for 6-10 weeks, in early 2019. Keep a look out for more details coming to you soon on how you can be involved.  We continue to explore and seek out opportunities and activities to activate Ron Barassi Snr Park. This will be considered for the sports pavilion and the sporting field, on a regular basis. |
| A need for clarity on pavilion use. Many were confused as to the exact functionality of the pavilion. | The City of Melbourne will review the current guidelines around the use of sports pavilions with view to increasing and integrating community access into the current model. |
| Improved amenities are important. Increased need for shading and seating around the playground and BBQ area were cited as amenities that would improve the enjoyment of the park, particularly over summer. | Feedback from the community will be integrated, where possible and be considered towards improving the amenities at Ron Barassi Snr Park. |
| A strong interest to be part of a local sport and recreation group based at Ron Barassi Snr Park. | There is strong interest from the Docklands community, predominantly from residents, to be part of a group that offers sports and recreation opportunities locally. The City of Melbourne manages community sports clubs in its major sports parks around the municipality including Princes Park and Royal Park. It is working with parties expressing interest to initiate the establishment of the first volunteer based community sports and recreation group based for Docklands.  The call out to help form Docklands’ first Sports club will be promoted in all messaging and integrated into programming, to increase collaboration and participation from the community. |

# Community feedback summary

# Background

The consultative process was open for six weeks from 27th June to 8th August 2018.

* 291 Surveys were completed by residents, workers, business owners and visitors of the City of Melbourne.
* Additionally, emails received during the engagement period were also considered in this analysis.
* The City of Melbourne engaged JWS Research to analyse all feedback received through the consultative process. This report is the Executive Summary aligned with the projects aims and objectives.

# Awareness and use of Ron Barassi Snr Park

##### **One in three survey respondents use Ron Barassi Snr Park**

There is majority awareness of the Ron Barassi Snr Park (59%), however not all of those who are aware of the park actually use it.

* A third of respondents (34%) are aware of the park and use it, with a further 25% being aware of it but not using it. The remaining 41% are not aware of the park.
* Docklands residents are significantly more likely to be aware of the park (72%), and also significantly more likely use it (45% compared to 34% of all respondents).
* Respondents under the age of 35 years are significantly less likely to be aware of the park (48% aware), with higher awareness of the park correlating with older age groups (64% among 35 to 65 year olds; 77% among those aged 55 years and older).
* Workers are also significantly less likely to be aware of the park (44%).
* Current use of the park mainly comprises unstructured (non-team based) activities
* Among the people who are currently using the park (34% of respondents), running and walking (32%,) followed by using the playground (30%) either by themselves or supervising children are the most frequently cited uses of the park. Another 14% of respondents use the park for dog-related activities.
* Organised forms of activity are less frequently mentioned, with 10% of respondents using the park for soccer and only 1% using it for touch rugby.

# Interest in a local sport and recreation group

##### **There is support for a local sporting and recreational group to be developed.**

Six in ten respondents (61%) believe there is a need for a local sporting and recreational group based at Ron Barassi Snr Park, with a further 19% believing there ‘maybe’ a need for one.

A quarter of respondents (26%) claim to be ‘very interested’ in being part of a local sport and recreation group based at Ron Barassi Snr Park (a further 52% claim they are ‘somewhat interested’).

##### **The greatest interest in joining a group comes from:**

* residents (32% ‘very interested’); and
* those aged under 35 years of age (31% ‘very interested’) – noting that this age group are least likely to be aware of the park.

Some people in the open comments section reference the lack of opportunities for young people to join sporting groups and teams in the Docklands and city area, with Rob Barassi Snr Park seen to be an ideal space for such a venture.

##### **There is strong interest in football (soccer).**

A third of respondents (32%) cite an interest in using Ron Barassi Snr Park to play football (soccer). This is significantly higher among the 26% of respondents who are ‘very interested’ in joining a sports or recreation group (51%).

Other outdoor sports nominated among who are ‘very interested’ in being part of a local sporting group include: ultimate frisbee (16%), touch rugby (12%) and AFL 9’s (10%).

##### **Women exhibit a strong interest in using the pavilion for yoga**

When asked about indoor activities, more than half of respondents (53%) are interested in using the pavilion for yoga. Interest skews female, with 74% of women expressing interest in yoga compared to 38% of men.

There is also some interest in dance (48% of women, but only 16% of men).

# Other considerations

The survey included options for additional feedback and comment.

In these areas, consideration could be given to the appropriateness of implementing these ideas, noting that the extent to which they apply among respondents is not available.

##### **Interest in casual sports clubs and yoga practice among workers, despite low awareness of the park.**

Only 44% of workers are aware of Ron Barassi Snr Park (compared to 72% of residents). In the additional comments section, workers express interest in using the park before and after work hours and during lunchtime.

Casual sporting competitions such as futsal and touch rugby are mentioned as other activities they would like to be involved in. Quantification of the extent to which interest applies is not available.

On the prompted activities, the level of interest among workers is similar to other cohorts.

##### **Workers would like to be informed.**

There appears to be little communication about the park to workers, with mention made that they would appreciate more information about the park as well as activities occurring in the park.

##### **A shaded area is important**

Amongst those who are aware of, but do not use the park, added shading and seating around the playground and BBQ area are cited as additions that would make them more inclined to use the park.

This is supported by those who use the park with many referencing the lack of shade around the playground being particularly uncomfortable in the summer heat.

##### **Communicate the existence and functionality of the park**

Even among those who are aware of the park, there are calls for greater communications to highlight the different uses of the park. Many are unaware of the various facilities, and there is confusion as to the exact functionality of the pavilion. Greater community interaction would be valued, as many see the park to be an instrumental facility in the area.

# Emerging themes

##### **Opportunity to increase awareness**

There is opportunity to increase awareness of Ron Barassi Snr Park. Some people are simply not aware that it exists (particularly workers).

##### **Young people are a key target**

People aged under 35 years are least likely to be aware of the park, but are most likely to be potential users, particularly of organised sports.

##### **There is interest in participating in activities**

In the event that a sporting and recreational group is formed, football (soccer) is the sport that generates greatest interest (particularly among men). Women have a high level of interest in yoga.

**A need for clarity on pavilion use**People are interested in how the pavilion can be used; for example, interest in hiring it for birthday parties has been expressed. Information could address how the pavilion can be used by the general public.